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FOR IMMEDIATE RELEASE:

Ride With A Ribbon to Help Rein In Cancer

At the 2014 National Reining Breeders Classic, set for April 14-20, Rein In Cancer will debut its new "Ride With A Ribbon" campaign.

Exhibitors can choose to Ride with a Ribbon by wearing a cancer awareness ribbon on themselves or their tack during competition. Then they simply write their name and the name of the person they wish to honor on the "Ride With a Ribbon" Board displayed at the show.

Rein In Cancer President, Cheryl Magoteaux Cody noted, "Everyone is familiar with the pink ribbons for breast cancer but people are often surprised at the rainbow of colors that represent other serious types of cancer. This promotion is to help increase awareness for the different forms of cancer while honoring the very special people in our lives."

She continued, "The idea for this came to me after I lost a dear friend to ovarian cancer. Before she died, I'd talk to her regularly, often before going to compete and she'd say how much she wished she could be there with me. I'd paint a teal ribbon on my horse's rear or put a teal ribbon on my shirt or saddle pad, then send her a picture from the competition with a note that said she was there with me - every single step! It meant so much to her to feel she was a part of something she could no longer do and it meant so much to me to remember her and honor her with every run."

People participating in the NRBC can choose to ride with a ribbon honoring someone special and they may also pledge a percentage of their earnings to Rein In Cancer, although the contribution is not necessary for participation. Ribbons will be available free at the Rein In Cancer display.

The vast array of ribbons available will include:

Pink - Breast Cancer
Teal - Ovarian Cancer
Pearl - Lung Cancer
Purple - Pancreatic Cancer & Leiomyosarcoma
Orange - Leukemia & Kidney
Black - Melanoma
Navy - Colon Cancer
Burgundy - Multiple Myeloma
Grey - Brain Cancer
Blue - Prostate Cancer
Gold - Childhood Cancer & Osteosarcoma
Burgundy & Ivory - Head & Neck Cancer
Lime - Lymphoma
Peach - Uterine Cancer
Teal & White - Cervical Cancer
Yellow - Sarcoma/Bone Cancer & Bladder Cancer
Green - Liver Cancer
Lavender - All Cancers
Periwinkle - Esophageal & Stomach Cancer
Teal/Pink/Blue - Thyroid Cancer
Orchid - Testicular Cancer
Amber - Appendix Cancer
Marigold, Blue & Purple - Bladder Cancer
Zebra Print - Carcinoid Cancer
Rainbow - Adrenocortical carcinoma

[Rein In Cancer](http://www.reinincancer.com) is a 501-c3 tax exempt organization that raised funding to create and run the Shirley Bowman Nutrition Center at Oklahoma University's Stephenson Cancer Institute in Oklahoma City. It currently furnishes direct financial support to cancer patients who are part of the horse industry. With over \$1 million raised, founders Shorty Koger, Cheryl (Magoteaux) Cody, and Tracie Anderson credit the generosity of the horse world, through bequests, memorials, promotions and gifts. For information visit the web site at www.reinincancer.com